

Alcoholic Drinks in Bulgaria

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Abstracts

Alcoholic drinks in Bulgaria was heavily influenced by price increases in 2023, due to the prevalence of high inflation. The second half of the year saw inflation start to fall, but this had little impact on retail prices, which continued to rise in some cases. Most producers found it necessary to increase prices as they had tried not to in 2022, so as to remain relevant to consumers. The colossal inflation seen in 2022 and the war in Ukraine continues to have a cumulative impact on purchasing p...

Euromonitor International's Alcoholic Drinks in Bulgaria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data (2019-2023), allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they legislative, distribution or pricing issues. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Beer, Cider/Perry, RTDs, Spirits, Wine.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Alcoholic Drinks market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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